

CITY OF JERSEY CITY

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MAYOR HEALY ANNOUNCES PHASE II OF CITY'S GATEWAY BEAUTIFICATION PROJECT ***Project includes 11 sites, three main thoroughfares & maintenance***

JERSEY CITY- Mayor Jerramiah T. Healy, members of the **Municipal Council**, the **Department of Housing, Economic Development and Commerce**, and other city officials will kick off **Phase II** of the **City's Gateway Beautification Project** at **10:30 a.m.** on **Thursday, April 16, 2009**, at the **corner of Marin Boulevard and Montgomery Street**. This site is one of eleven locations throughout the city that will undergo major improvements in an ongoing effort to beautify our city.

"This project greatly enhances the aesthetic appeal of our City," said **Mayor Healy**. "When driving or walking through Jersey City, people will have no choice but to take notice of these vast improvements. Those considering Jersey City as a potential place to invest, do business or raise a family, will certainly be impressed by what we've done."

"And more importantly, this beautification project comes at no cost to the taxpayers," **Mayor Healy** added.

Improvements will include flagpoles, banner poles, planters and pavers. This phase of the project, organized by the Department of Housing, Economic Development and Commerce/Division of Economic Development in conjunction with the Department of Public Works and the city's Business Administrator, also includes the maintenance of the sites such as lawn mowing, pruning, trimming, and graffiti removal.

The **total cost of the project** – which also includes maintenance for Phase I completed last year – is **\$534,762.50**. The project is funded entirely by the **Jersey City Economic Development Corporation** by monies collected through the Urban Enterprise Program at no cost to taxpayers.

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The locations for Phase II include West Side Avenue between Communipaw Avenue and Ege Avenue, the intersection of Newark Avenue and Tonnele Avenue east to Newark Avenue and Palisade Avenue and the corner of Montgomery Street and Marin Boulevard east to Montgomery and Hudson Street. The city anticipates completing all eleven sites by early summer.

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Jerramiah T. Healy at 201-547-4836 or 201-376-0699.///